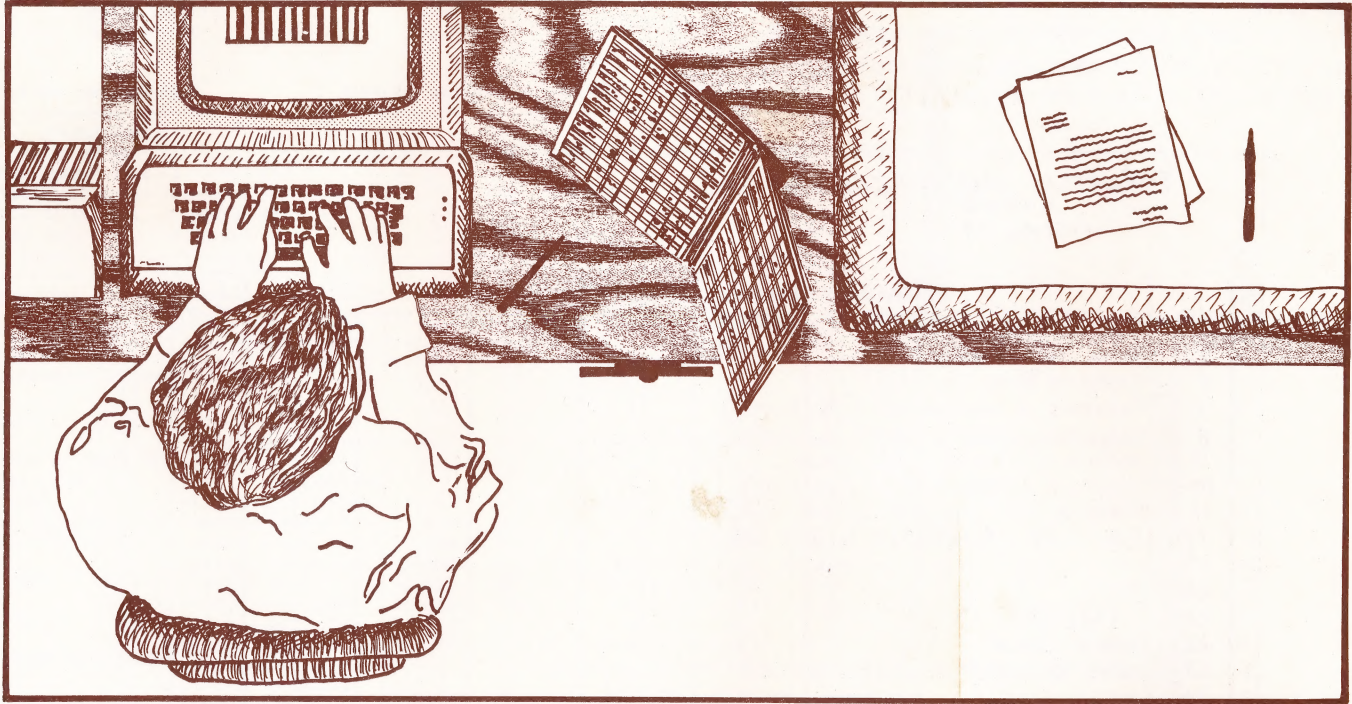


DESKTOP/PLAN — A Programming Language for Analysis



...everyone TALKS about FINANCIAL ANALYSIS
on a desktop computer

DESKTOP/PLAN is the software tool that makes it practical
to develop your own CUSTOMIZED...

STRATEGIC PLAN ANALYSIS
BUDGET PLANNING SYSTEM
CAPITAL BUDGET PLANNING
CASHFLOW PLANNING
PRODUCT PRICING ANALYSIS
JOB DEVELOPMENT ESTIMATING
JOB COST ESTIMATING

PROFIT & LOSS PROJECTIONS
MANPOWER REQUIREMENTS PLANNING
SALARY/LABOR COST PLANNING
BALANCE SHEET PROJECTIONS
FINANCIAL REPORT PREPARATION
MAKE/BUY ANALYSIS
SALES FORECASTING

WITHOUT PROGRAMMING
AT A LOW ONE TIME COST

... software to make people more productive...

a software product of
DESKTOP COMPUTERS
Santa Barbara, California

REPORT SPECIFICATIONS

STEP ONE

Report heading, column heading, line descriptions, line numbers, and format codes are written on a worksheet such as a columnar pad.

TOPNOTCH MANUFACTURING Co. BUDGET FISCAL 19--		JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY
1	ASSUMPTIONS ^							
5	PRIOR YR'S SALES							
6	GROWTH RATE							
7	RETURNS & ALLOWANCES (% SALES)							
8	VARIABLE SELLING COST (% SALES)							
9	MATERIAL COST (% SALES)							
10	HOURLY LABOR RATE (AVERAGE)							
11	NUMBER OF DIRECT LABOR PERS.							
12	FACTORY BURDEN (% DIR LAB)							
19	---							
20	#							
21	INCOME ^							
22	GROSS SALES							
23	LESS RETURNS & ALLOWANCES							
25	---							
26	NET SALES							
30	#							
31	COST OF GOODS SOLD ^							
32	MATERIAL COST							
33	LABOR COST							
34	FACTORY OVERHEAD - FIXED							
35	FACTORY OVERHEAD - VARIABLE							
38	---							
39	TOTAL COST OF GOODS SOLD							
40	#							
41	GROSS MARGIN							

STEP TWO

DESKTOP/PLAN then "prompts" for the information from the worksheet. After the specifications are entered a "blank" report may be printed to use as a Planning Values Input Worksheet.

DESIGN REPORT SPECIFICATIONS
LINE DESCRIPTIONS

= > ONLY ENTRY FOR DOUBLE UNDERScore
^ > LAST CHARACTER FOR SUB HEADING
> ONLY ENTRY FOR BLANK LINE
- > ONLY ENTRY FOR COLUMN UNDERScore
* > ONLY ENTRY FOR START NEW PAGE

LINE	LINE DESCRIPTION	DECIMALS
1	ASSUMPTIONS.....	.
2		.
3		.
4		.
5	PRIOR YEAR'S MONTHLY SALES (\$)	0
6	COMPUTED GROWTH RATE (%/MONTH)	1
7	RETURNS & ALLOWANCES (%/MONTH)	1
8	VARIABLE SELLING COST (%/MONTH)	1
9	MATERIAL COST (%/MONTH)	1
10	HOURLY LABOR RATE (AVERAGE)	2

LINE NUMBER (END FOR NEW BLOCK) : END

TOPNOTCH.I FILE--MODIFY/CHANGE VALUES

PRIOR YEAR'S MONTHLY SALES (\$) (5)

1-JANUARY 215000	1-FEBRUARY 218000	3-MARCH 215000
4-APRIL	5-MAY	6-JUNE
7-JULY	8-AUGUST	9-SEPTEMBER
10-OCTOBER	11-NOVEMBER	12-DECEMBER
13-1ST QTR	14-2ND QTR	15-3RD QTR
16-4TH QTR	17-ANNUAL	18-PERCENT

STEP FOUR

DESKTOP/PLAN then "prompts" for the Planning Values. A report may then be printed to visually verify the accuracy of input.

DESKTOP/PLAN — A Programming Language for Analysis

TOPNOTCH MANUFACTURING COMPANY ANNUAL BUDGET FISCAL 1980		SEPTEMBER 1, 1979 PAGE 1					
COMPUTATIONS ON BASE CASE		JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
ASSUMPTIONS							
PRIOR YEAR'S MONTHLY SALES (\$)	(5)	213000	218000	215000	217000	223000	226000
COMPUTED GROWTH RATE (%/MONTH)	(6)	.6	.6	.6	.6	.6	.6
RETURNS & ALLOWANCES (%/MONTH)	(7)	2.0	2.0	2.0	2.0	2.0	2.0
VARIABLE SALES COST (%/MONTH)	(8)	7.0	7.0	7.0	7.0	7.0	7.0
MATERIAL COST (%/SALES)	(9)	47.5	47.5	47.5	47.5	47.5	47.5
HOURLY LABOR RATE (AVERAGE)	(10)	7.25	7.25	7.25	7.25	7.25	7.25
NUMBER-DIRECT LABOR PERSONNEL	(11)	20	20	20	20	20	20
FACTOR BURDEN (% DIRECT LABOR)	(12)	30.50	30.50	30.50	30.50	30.50	30.50
INCOME		TOPNOTCH MANUFACTURING COMPANY ANNUAL BUDGET FISCAL 1980					
GROSS SALES		SEPTEMBER 1, 1979 PAGE 2					
LESS RETURNS & ALLOWANCES							
NET SALES							
COST OF GOODS SOLD							
MATERIAL COST							
LABOR COST							
FACTORY OVERHEAD-FIXED							
FACTORY OVERHEAD-VARIABLE							
TOTAL COST OF GOODS SOLD							
GROSS MARGIN							
OPERATING EXPENSES							
SELLING							
MARKETING							
GENERAL & ADMINISTRATIVE							
ENGINEERING & DEVELOPMENT							
RENT							
COMMUNICATIONS & UTILITIES							
TOTAL OPERATING EXPENSES							
NET PROFIT BEFORE TAXES							

TYPICAL REPORT/ANALYSIS
DEVELOPED & PRODUCED BY DESKTOP/PLAN

PLANNING VALUES

STEP THREE

The Planning Values are written on the Input Worksheet.

TOPNOTCH MANUFACTURING COMPANY ANNUAL BUDGET FISCAL 1980		SEPTEMBER 1, 1979 PAGE 2					
INPUT WORKSHEET		JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
ASSUMPTIONS		221000	221500	224000	227000	230000	228000
PRIOR YEAR'S MONTHLY SALES (\$)	(5)						
COMPUTED GROWTH RATE (%/MONTH)	(6)						
RETURNS & ALLOWANCES (%/MONTH)	(7)						
VARIABLE SALES COST (%/MONTH)	(8)						
MATERIAL COST (%/SALES)	(9)						
HOURLY LABOR RATE (AVERAGE)	(10)						
NUMBER-DIRECT LABOR PERSONNEL	(11)						
FACTOR BURDEN (% DIRECT LABOR)	(12)						
INCOME							
GROSS SALES	(22)						
LESS RETURNS & ALLOWANCES	(23)						
NET SALES	(26)						
COST OF GOODS SOLD							
MATERIAL COST	(32)						
LABOR COST	(33)						
FACTORY OVERHEAD-FIXED	(34)						
FACTORY OVERHEAD-VARIABLE	(35)						
TOTAL COST OF GOODS SOLD	(39)						
GROSS MARGIN	(41)						
OPERATING EXPENSES							
SELLING	(52)						
MARKETING	(53)						
GENERAL & ADMINISTRATIVE							

STEP SIX

The Calculation Rules are entered by selecting the appropriate rules from a "menu" and responding to "prompts" from DESKTOP/PLAN.

DESKTOP/PLAN
ENTER, REVIEW, MODIFY RULES

1. ENTER RULES
2. INSERT ADDITIONAL RULE
3. DELETE AN EXISTING RULE
4. DISPLAY AND OR CHANGE A RULE
5. PRINT THE RULES
6. SAVE THE RULES FILE

NUMBER OF RULES CURRENTLY IN FILE = 23

TYPE 'END' TO RETURN TO MENU
ENTER NUMBER FOR FUNCTION DESIRED ...

DESKTOP/PLAN
ENTER RULE NUMBER : 24

DATA GENERATION	LINE ARITHMETIC
1-EXTEND LINES	8-ADD GROUP/LNS
2-FILL A COLUMN	9-ADD 2 LINES
3-INTERPOLATE LINE	10-SUBTRACT
4-COMPUTE GRO RATE	11-MULTIPLY
5-GROW A LINE	12-DIVIDE
6-ZERO A LINE	13-PERCENT
7-COPY/SHIFT LINE	14-ACCUMULATE

SPECIAL	COLUMN ARITHMETIC
21-CUSTOM RULE	15-ADD GROUP COLS
	16-ADD 2 COLUMNS
	17-SUBTRACT
	18-MULTIPLY
	19-DIVIDE
	20-PERCENT

'END' TO RETURN TO MENU
ENTER NUMBER FOR RULE TYPE ...

STEP SEVEN

The Calculation Rules are executed on the Planning Values by DESKTOP/PLAN.

CALCULATION RULES

STEP FIVE

Calculation Rules are written in English on a blank sheet of paper.

CALCULATION RULES FOR TOPNOTCH

DATA GENERATION

- 1 EXTEND/FILL LINES 99 thru 100, COL'S 1 THRU 18
- 2 COMPUTE GROWTH RATE OF LINE 5, SAVE IN LINE 6, COLS 1 THRU 12
- 3 EXTEND/FILL LINES 6 THRU 12, COLS 1-12
- 4 EXTEND/FILL LINE 34, COLS 1-12
- 5 EXTEND/FILL LINES 52 THRU 57, COLS 1-12
- 6 DIVIDE LINE 7 BY LINE 100 SAVE IN 77 "
- 7 DIVIDE LINE 8 BY LINE 100 SAVE IN 78 "
- 8 DIVIDE LINE 9 BY LINE 100 SAVE IN 79 "
- 9 MULTIPLY LINE 10 BY LINE 99 SAVE IN 80 "
- 10 DIVIDE LINE 12 BY LINE 100 SAVE IN 82 "
- 11 GROW LINE 22 BY LINE 6 "

LINE ARITHMETIC

- 12 MULTIPLY LINE 22 BY LINE 77 SAVE IN LINE 23, COLS 1-12
- 13 SUBTRACT LINE 23 FROM LINE 22 SAVE IN LINE 26 "
- 14 MULTIPLY LINE 22 BY LINE 79 SAVE IN LINE 32 "
- 15 MULTIPLY LINE 11 BY LINE 80 SAVE IN LINE 33 "
- 16 MULTIPLY LINE 33 BY LINE 82 SAVE IN LINE 35 "
- 17 ADD LINE 32 THRU LINE 35 SAVE IN LINE 39 "
- 18 SUBTRACT LINE 39 FROM LINE 26 SAVE IN LINE 41 "
- 19 MULTIPLY LINE 26 BY LINE 78 SAVE IN LINE 78 "
- 20 ADD LINE 78 TO LINE 52 SAVE IN LINE 52 "
- 21 ADD LINE 52 TO LINE 57 SAVE IN LINE 59 "
- 22 SUBTRACT LINE 59 FROM LINE 41 SAVE IN LINE 65 "

COLUMN ARITHMETIC

- 23 ADD COLUMNS 1
- 24 ADD COLUMNS

STEP EIGHT

DESKTOP/PLAN prints the reports specified.

ENTER A RULE
9-ADD TWO LINES

LINES	
1-FIRST LINE	52.
2-LAST LINE	78.
3-LINE TO SAVE RESULTS	52.
COLUMNS	
4-FIRST COLUMN	1..
5-LAST COLUMN	12.

THIS RULE IS NUMBERED 24

IS THE ABOVE OK?

DESKTOP/PLAN
PRINT REPORTS

PRINT THE LINE NUMBERS (Y/N) Y

FIRST LINE TO PRINT 1
LAST LINE TO PRINT 65

FIRST COLUMN TO PRINT 1
LAST COLUMN TO PRINT 12

NUMBER OF 'MODEL' COLUMNS PER PAGE 6

STOP AT END OF EVERY PAGE Y

'RUN' DESCRIPTION

COMPUTATIONS ON BASE CASE.....

READY PAPER IN PRINTER
IS THE ABOVE OK? Y

STEP NINE

The model may be re-executed as many times as necessary to test varying assumptions by changing Planning Values.

DESKTOP/PLAN — A Programming Language for Analysis

FEATURES

• REPORTS

- Results of Calculations may be reviewed before printing
- 1 to 18 columns/time periods
- Multiple Report Formats
- Multiple copies
- Selective printing of model results

• STANDARD CALCULATIONS PROVIDED

- Data Generation
- Line Arithmetic
- Column Arithmetic
- User Developed Routines may be Incorporated

• CONSOLIDATION

- Multi-location sub-models easily summarized
- Multi-division/department submodel transfers to master model

• MODEL CHANGES

- Data
 - Report Formats
 - Calculations
- Easily entered to model

• MODEL FILE BACKUP

BENEFITS

COST

- Low Cost Mass Produced Software
- Operates on Very Low Priced Hardware
- No Continuing Time/Rental Costs

SECURITY of Planning Information

- Planning Data stored on diskettes Remains in possession of planner
- "Outsiders" such as DP professionals need not be involved

EASE OF USE

- No prior computer knowledge required
- Totally interactive
- Functions selected from "menu"
- User "prompted" for
Planning Data
Report Format & Text
Calculation Requirements

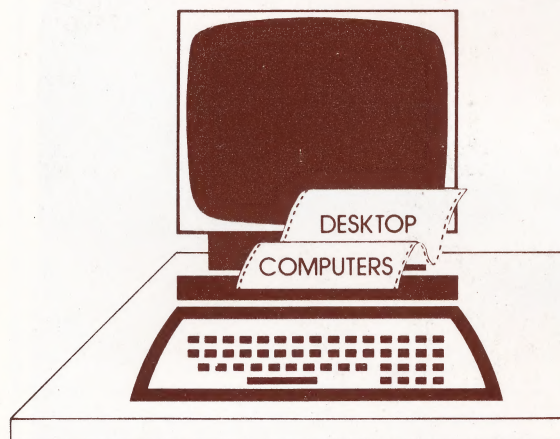
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